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# OUR STORY

*“We create quality work at any size.”*

## backstory

*Per Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa, “Unity occurs when all elements within a composition appear to be harmonious and belong together, forming a cohesive unit.”

We named our design agency In Harmony Studios because we can bring together the ideas of our clients and build the design that is the best balance for their wants and needs. We work in harmony with the client and connect the necessary graphic elements for each project. We create quality work at any size.

## mission statement

At In Harmony Studios, we are a diverse team aiming to provide a range of graphic design services through our versatility and consistency. We strive to make the design process a great experience for our clients.



# DESIGN PROCESS FOR OUR LOGO:

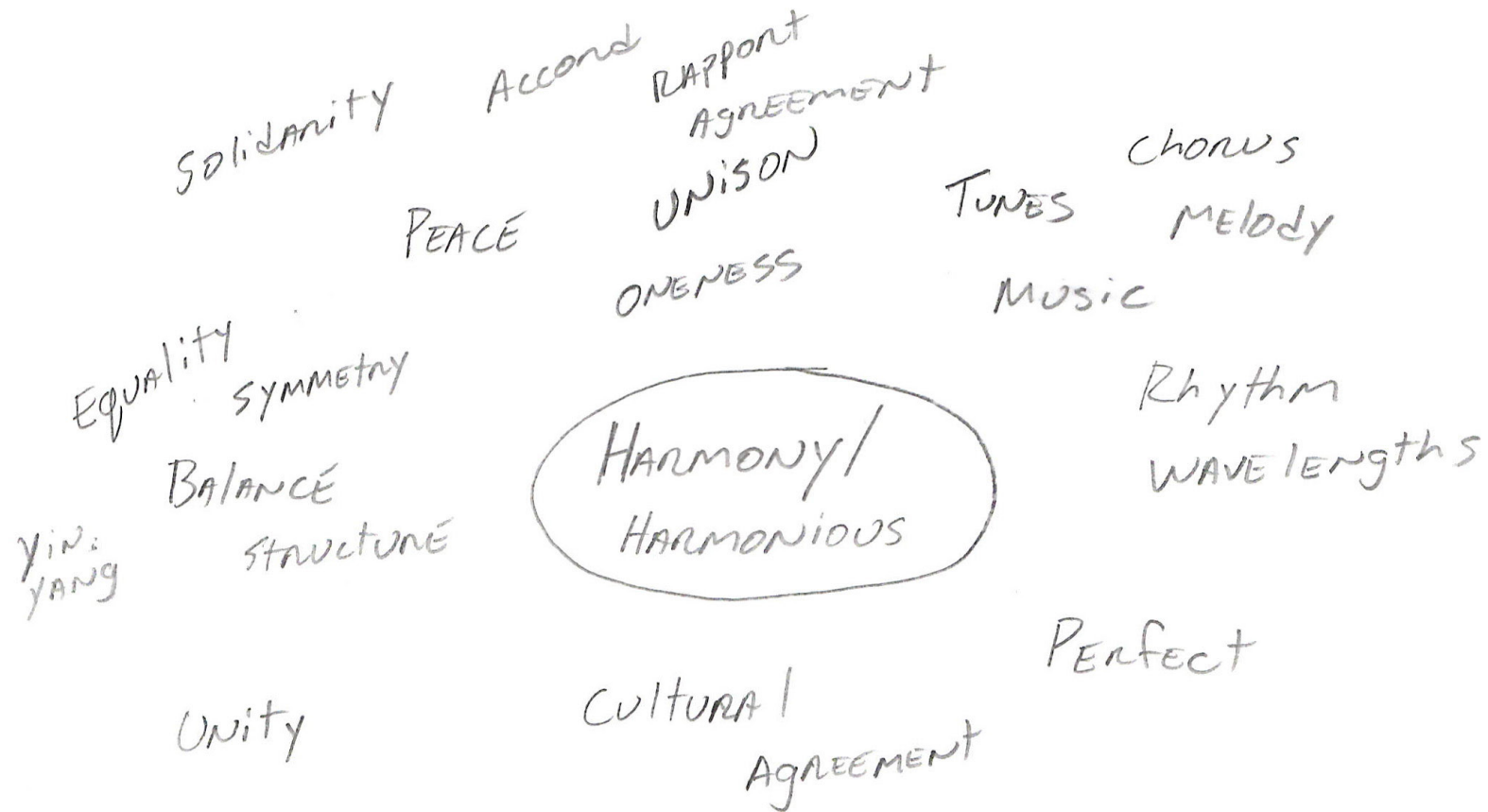
word mapping

Harmony: in graphic design is the arrangement of elements such as: color, shapes, symmetry to create a pleasing image that works well.

Name: "In Harmony" ??  
→ Design Studios  
→ Graphic Studios → Graphics









Reneeapele - Harmonious Word Map - 9-30-2021





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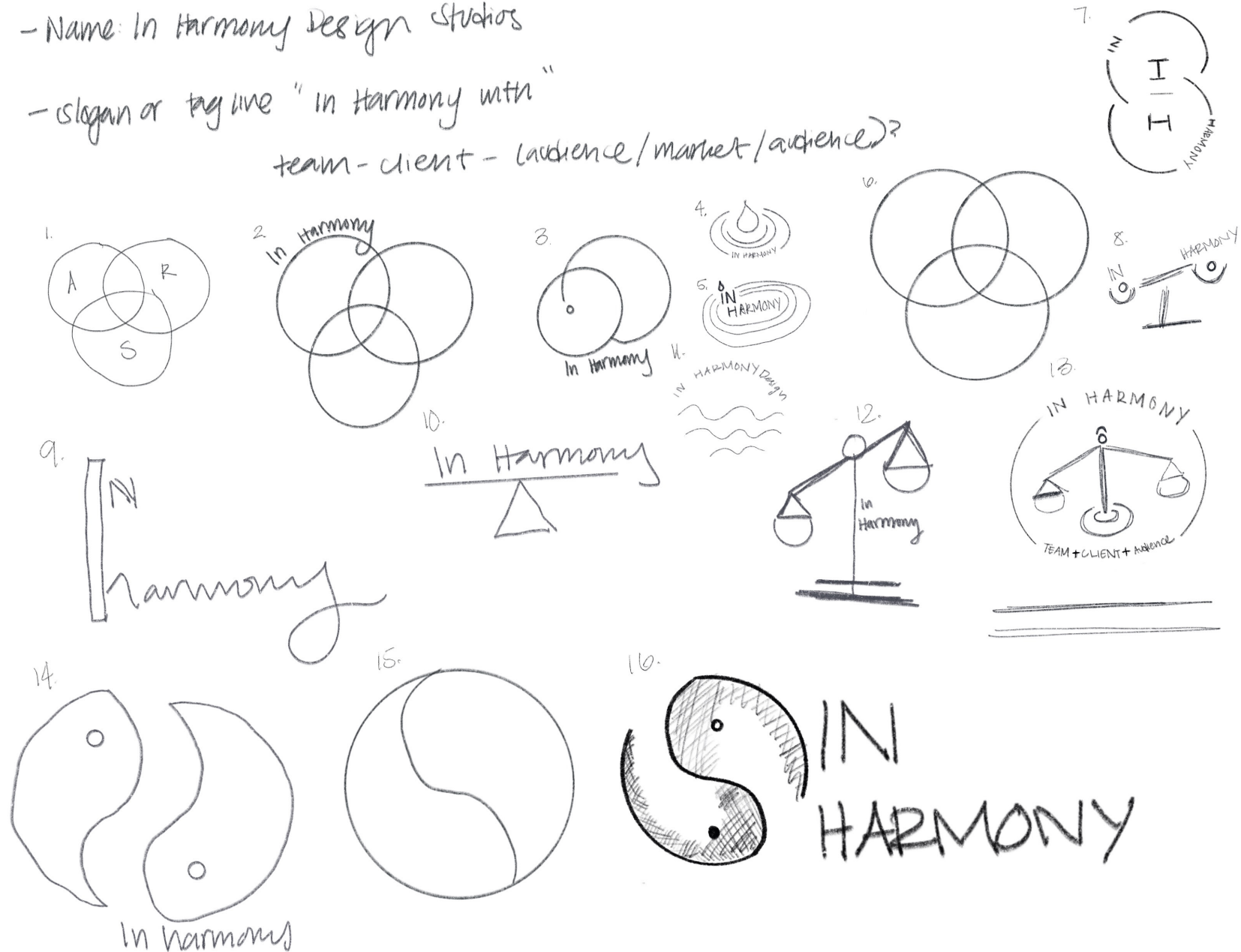
# DESIGN PROCESS FOR OUR LOGO:

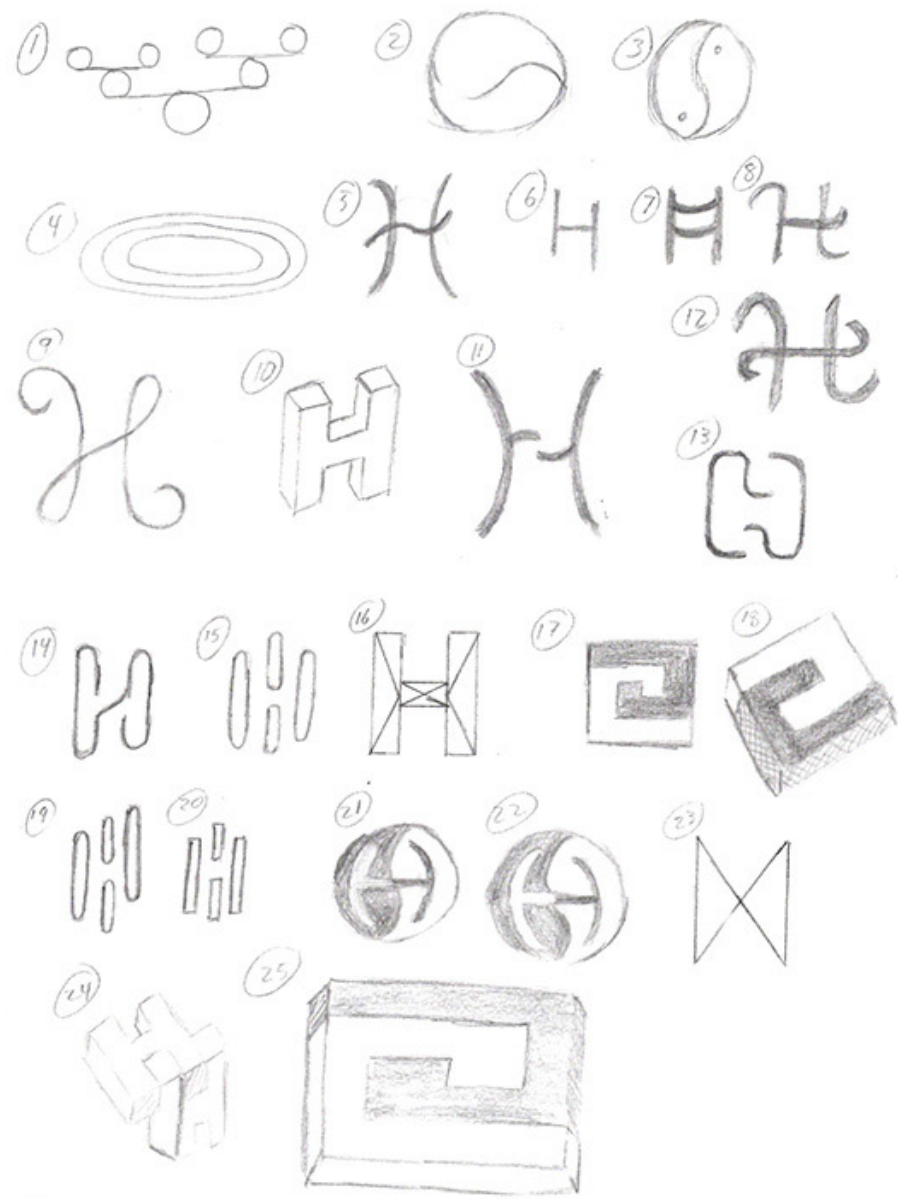
sketching iterations

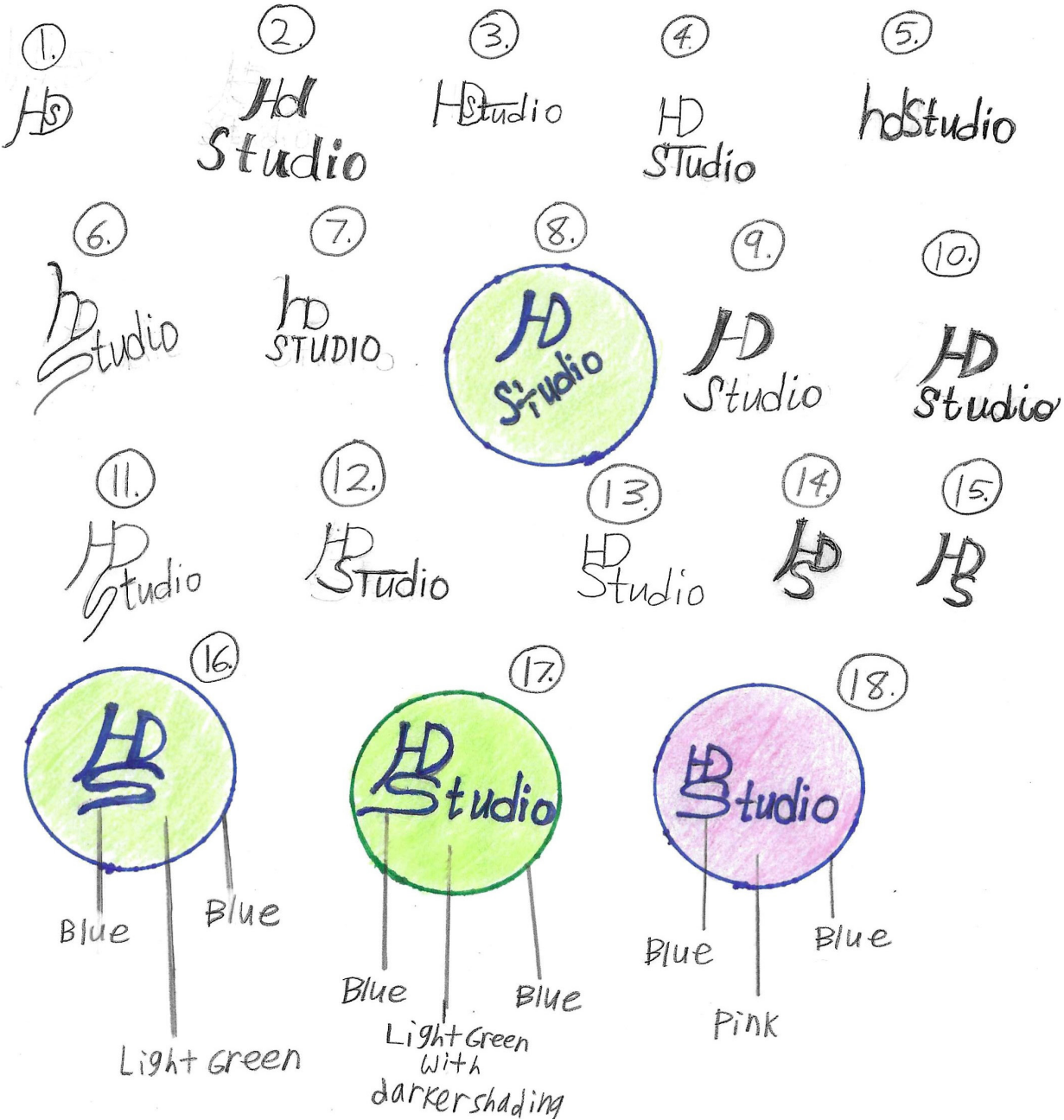
- Name: In Harmony Design Studios

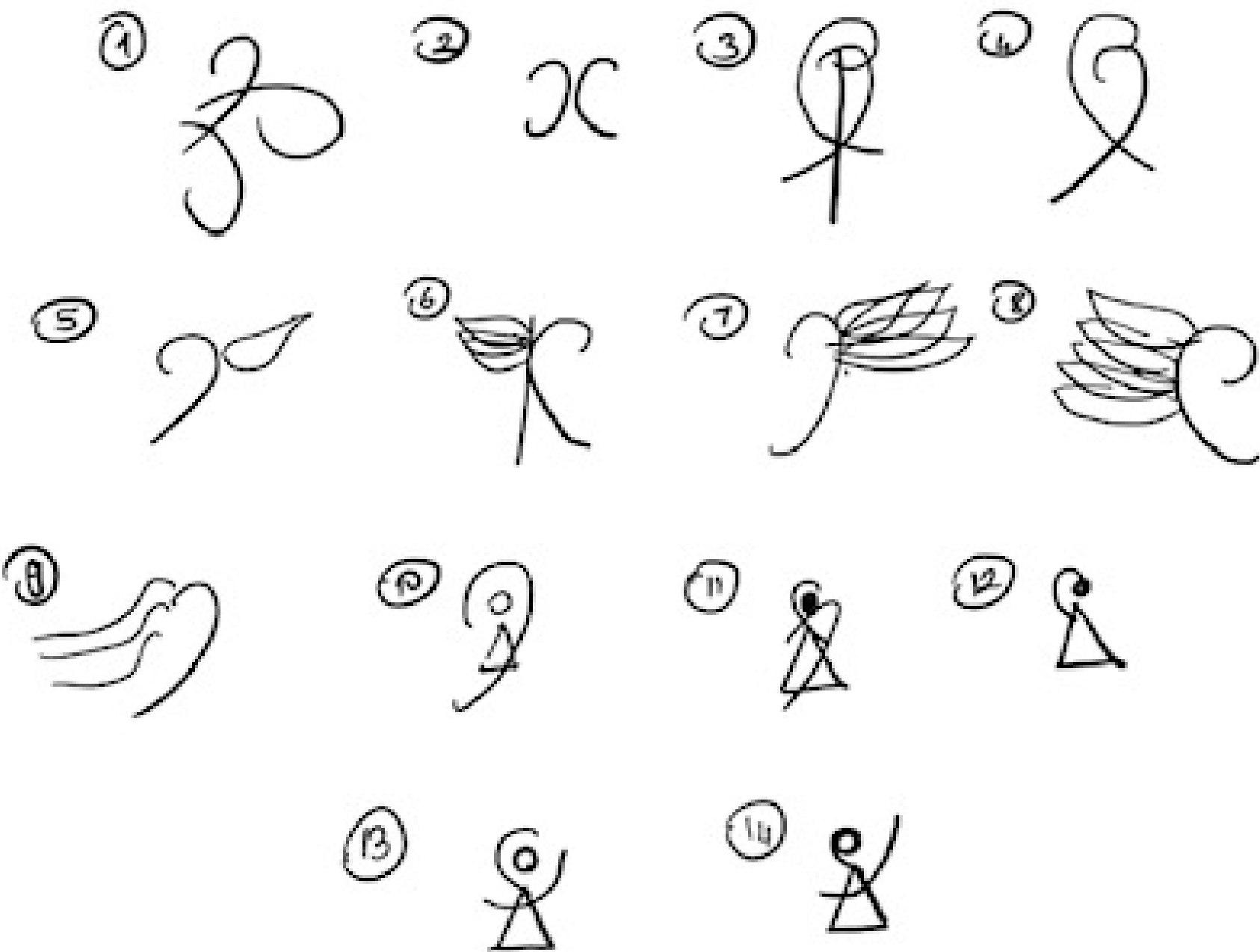
- slogan or tagline "In Harmony with"

team - client - audience / market / audience)?














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# DESIGN PROCESS FOR OUR LOGO:


digital vector iterations

1.




Brand Name, 6 PT, Helvetica Neue Light  
Brand Initials, 18 PT, Helvetica Neue Regular  
Line variation - 1 pt thickness, uniform, & rounded corners

2.




Brand Name, 6 PT, Helvetica Neue Light  
Brand Initials, 18 PT, Helvetica Neue Regular  
Line variation - 1 pt thickness, width profile 1, sharp corners

3.




Brand Name, 6 PT, Helvetica Neue Italic  
Brand Initials, 18 PT, Helvetica Neue Medium  
Line variation - 1.5 thickness, uniform, & sharp corners

4.



Brand Name, 6 PT, Helvetica Neue Medium Italic  
Brand Initials, 18 PT, Helvetica Neue Bold  
Line variation - 2 pt thickness, uniform, & rounded corners

5.



CMYK: 0, 78, 33, 0

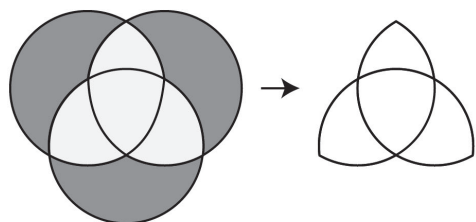
CMYK: 0, 33, 35, 0

CMYK: 0, 28, 14, 0

CMYK: 0, 5, 8, 5

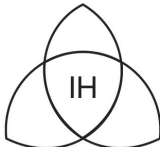
Brand Name, 6 PT, Helvetica Neue Medium Italic  
Brand Initials, 18 PT, Helvetica Neue Bold  
Warm colors, red/pink family, gradient

1.



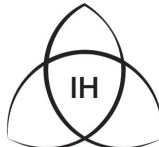
Start with Venn Diagram. Remove exterior to get space between interlocking circles.

2.




Brand Initials, 14 PT, Helvetica Neue Regular  
Line variation - 1pt thickness, uniform

3.



Brand Initials, 14 PT, Helvetica Neue Medium  
Line variation - 2 pt thickness, varied line thickness

6.



CMYK: 0, 78, 33, 0

CMYK: 0, 33, 35, 0

CMYK: 0, 28, 14, 0

CMYK: 0, 5, 8, 5

Brand Initials, 14 PT, Helvetica Neue Bold  
Line variation - 2 pt thickness, uniform

7.



Brand Initials, 14 PT, Helvetica Neue Bold  
Line variation - 2 pt thickness, uniform

4.



Brand Initials, 14 PT, Helvetica Neue Bold  
Line variation - 2 pt thickness, uniform

5.



Brand Initials, 14 PT, Optima Regular  
Line variation - 2 pt thickness, varied line thickness

6.



Brand Initials, 14 PT, Optima Bold

7.



Brand Initials, 14 PT, Optima Bold

8.



Brand Initials, 14 PT, Optima Bold

11.



Brand Initials, 14 PT, Optima Bold

9.

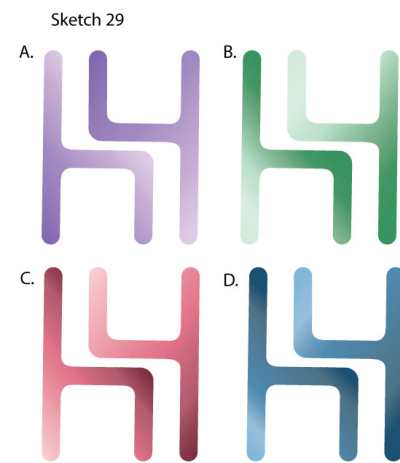
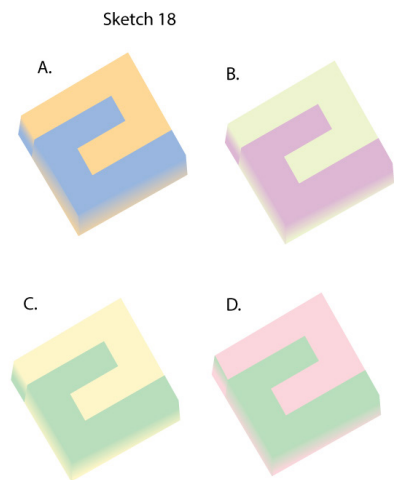
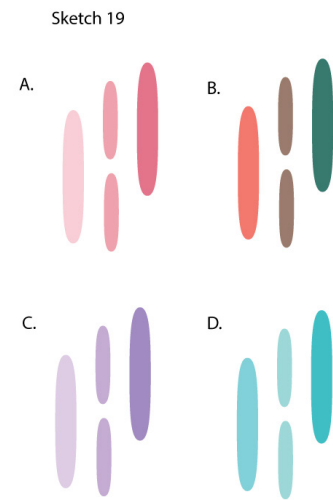
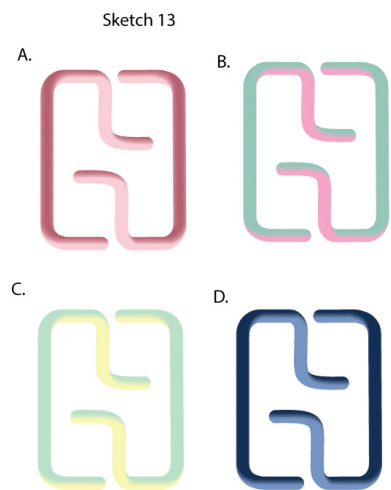


Brand Initials, 14 PT, Optima Bold

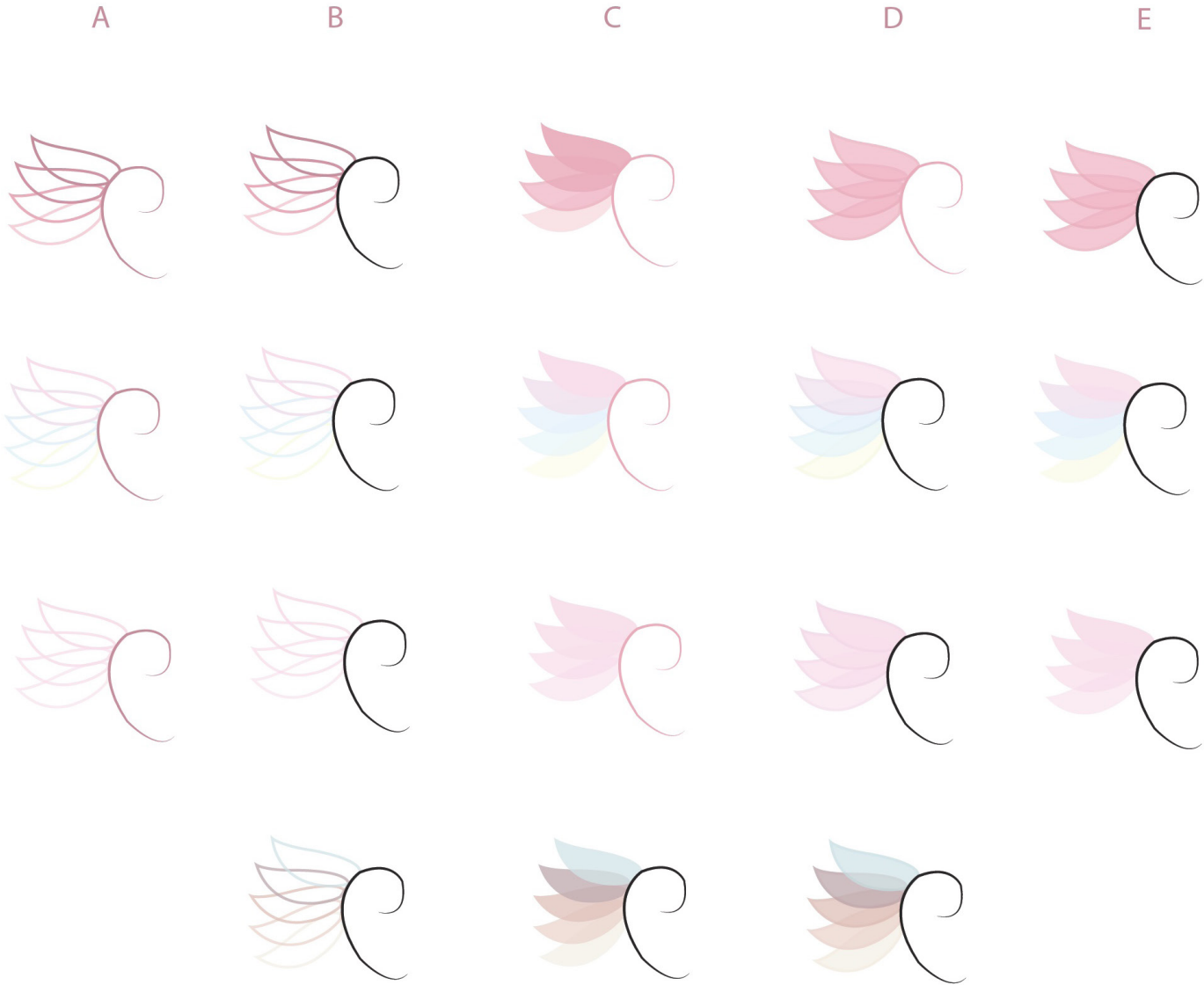
10.



Brand Initials, 14 PT, Optima Bold









# OUR LOOK

## typography

**AaBb** Optima, Bold, All Caps | **THIS IS A HEADLINE EXAMPLE.**

**AaBb** Helvetica Neue, Medium, All Lower Case | **this is a subheader example.**

**AaBb** Helvetica Neue, Regular | **this is a body copy example.**

**AaBb** Helvetica Neue, Light | **this is a header, footer, or copyright text example.**

### Optima

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

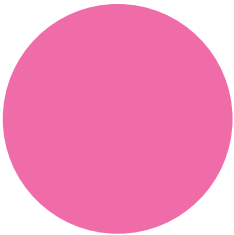
0 1 2 3 4 5 6 7 8 9

### Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

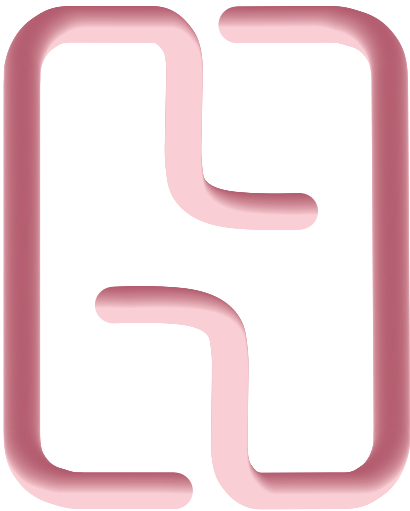
0 1 2 3 4 5 6 7 8 9

## color palette

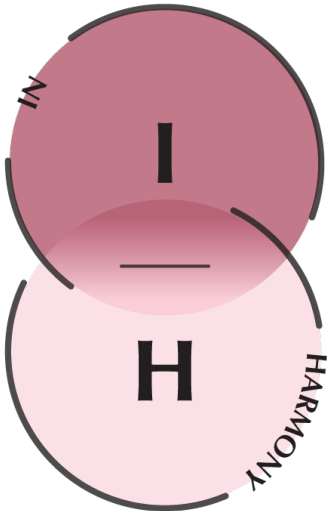


CMYK: 0, 55, 30, 6  
RGB: 240, 108, 168  
HEX: #F06CA8

a.



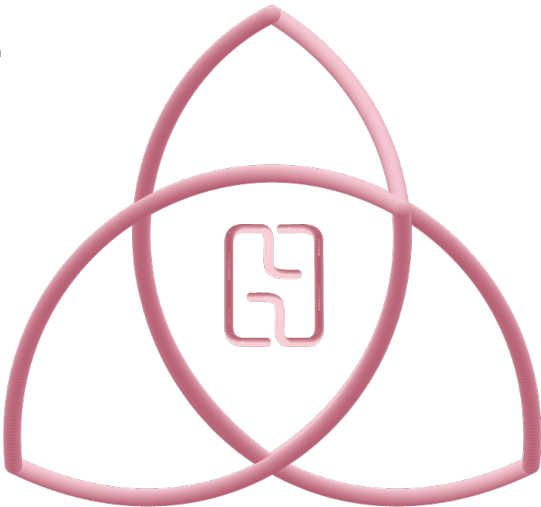
b.



d.



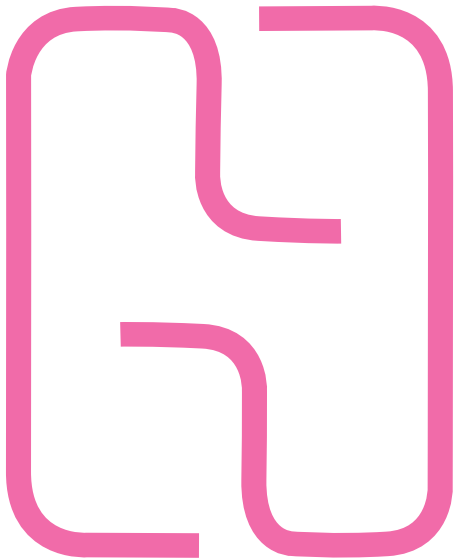
c.





# OUR LOGO DESIGN

## breakdown



### h

Our brand is all about being “In Harmony” with each other, our clients, and their needs. Harmony is at the center of all we do and we wanted to emphasize that in our logo by creating visual focus on the H in the word “harmony.”

### pink color

The bright pink color represents our team’s identity. We are an all women design agency and the pink color is typically associated with girls and women of all ages.

### two separate halves

The lines of the H are separated into two halves & represent two different parts coming together. Just as we connect with our clients to form strong connections which allow us to deliver the best design deliverables that meet and achieve our client’s end goals.





# OUR LOGO SIZES & VARIATIONS



height: .25 in  
stroke: 1.5 pt



height: .5 in  
stroke: 2 pt



height: 1 in  
stroke: 3 pt



height: 1.5 in  
stroke: 5 pt



in Harmony  
Studios















